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GOOD COOKERY

with HERBS

S P I C E S

J A M S

S A U C E S

V I N E G A R S

and OTHER QUALITY

SEASONING PRODUCTS



THE MARK OF GOOD TASTE

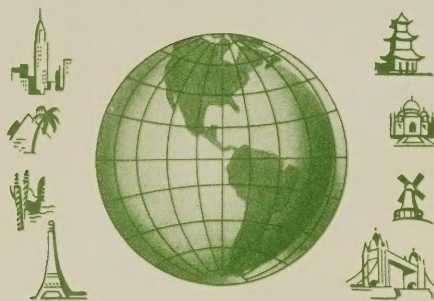


THE POTTERS OF BARABOO

Home of America's Finest Herbs

BARABOO, WISCONSIN

HERB MAGIC. . . *The Secret of Good Cookery*



The Secret of Good Cookery.

The far corners of the earth have yielded their rarest and finest herb plants to the Potter Herb Gardens at Baraboo. Here are numerous varieties of rare plants, each with its own delicate fragrance; each with its special significance in the art of good living. It has taken countless hours of research and many years of patient effort to bring the Potter Herb Gardens, one of the largest and finest in the world, to their present stage of maturity. But here they are — to help you, our patron, enjoy a fuller, richer life.

kings enjoyable? Evidently so in the minds of people of imagination. One customer wrote us: 'The other night we had potroast, just an old-fashioned dish that I often had as a kid back on the farm. But this time **it was different**. My wife flavored the meat with some of your Herbs. It tasted as rich as the finest food ever placed before man. A king—a millionaire—could not have dined better than we did with just **plain** pot roast, made UNPLAIN by your wonderful products.'

The Food of Kings



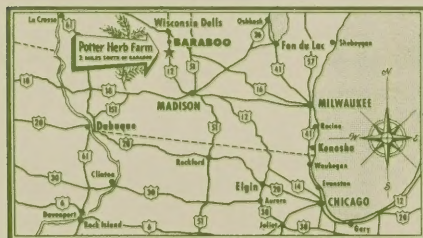
King Henry VIII, famous as a fancier of herbs and women. It is said that he always chewed peppermint leaves when calling on a prospective bride.

anyone can eat like a king, thanks to modern methods of herb culture and herb distribution. Is the food of

For many centuries, herbs were a delicacy reserved for kings and nobility. Royal chefs were proud of their special recipes and vied with one another in the development of new, savory dishes. Today, however,

Word's Eye View of Herb History

The history of Herbs goes back to antiquity. The alchemists of old used them in potions for curing ailments, for inspiring love, for arousing jaded appetites, for every conceivable human hope or heart-ache. Herbs are mentioned frequently in the Bible. But the earliest reference of authentic record occurs in the writings of the Greek author, Dioscorides, in the first century A. D. Even the great Charlemagne praised their virtue in this manner: "What is an herb?" the scholar Alcuin is said to have inquired of his pupil, Charlemagne. The reply was: "The friend of physicians and the praise of cooks." Incidentally, Charlemagne instructed his gardeners to plant seventy-four varieties of herbs in the imperial gardens.



Many herb-lovers enjoy stopping at the herb farm of The POTTERS of Baraboo, Wisconsin. Simply follow U. S. Route 12 from Madison north. The Potter Gardens are located two miles south of Baraboo on this route. Just beyond are the famous Dells of Wisconsin, a land of lakes, historic caverns, hills, trees, fish, game, friendly people, fine hotels and country resorts. Stop and see the Potter Herb Gardens on your way through.

"I believe in heightening the flavor of meats and sauces with herbs and mild spices, much as the French people do."

Gayelord Hauser in "Look Younger, Live Longer"

POTTER Prepared Culinary Herbs

The herbs which are grown in the Potter Herb Gardens are among the most flavorful, pungent and fragrant to be found anywhere. Not only have many of the plants been imported from the far corners of the earth, but for some strange reason, the soil just outside of Baraboo, where the Potter Herb Gardens are located, seems to possess certain organic characteristics which produce superior herbs. Then, too, the Baraboo climate is especially favorable to healthy plant life. Just as certain sections of France have special elements of climate and soil which bring forth the grapes from which the world's finest wines are made, so Baraboo's land and climate make possible America's Finest Herbs. You enjoy nature's rarest richness when you buy Potter Herbs.

BASIL—Basil has a natural affinity for tomatoes and all dishes served with tomato sauce; also cucumbers and squash.

BAY LEAVES (ground) — Use in soups, roasts and stews. Also with pickles, pickled fish and all marinades.

BAY LEAVES (whole)—One bay leaf will give a wonderful flavor to a can of tomato soup. When crushed and added to tomato juice or aspic, the result is delicious. Use sparingly.

CELERY — Has a sweet, pungent flavor. Can be used in all meat dishes and is especially good in pot roasts and stews, stuffings and dressings.

CHERVIL—A salad herb par excellence. Also used in soups, stews, omelets, sauces, gravies and with fish, meats and vegetables.

CHIVES — Use to flavor all foods in which a mild onion flavor is desired. Good in cottage and cream cheese and added to scrambled eggs.

DILL — Fine for making pickles. Also will add fragrance to crabmeat, salmon, lamb or mutton, beef steaks, salads.

FENNEL (also called Carosella and Finocchio) — Has a mild licorice or anise-like taste. Use to flavor sauces, soups and salads. It is said Fennel is to Fish what Mint is to Lamb.

GARLIC POWDER — Used adroitly garlic adds to natural flavor of most foods. Especially good in

roasts, stews, all vegetable and meat soups.

GUMBO FILE' — Made from sassafras leaves. Thoreau says of sassafras: "The green leaves bruised have the fragrance of lemons and a thousand spices." Flavors soups, stews and sauces; especially Creole cookery.

LOVAGE — Belongs to the parsley family but has a flavor and aroma similar to that of celery, but stronger. Gives a strong celery flavor when used sparingly in soups, salads and stews—also in fish sauces and chowders.

MARJORAM — The flavor is spicy and exceptionally pleasant. Often used by those who do not care for the strong flavor of sage. Use for seasoning egg dishes, beef, pork, lamb, mutton, meat loaves, stuffings, mushrooms, soups, sauces, hamburgers and cheese dishes.

MINT—Use especially for imparting pleasing flavor to lamb, mutton, vegetables, such as carrots, peas, green beans, etc. In beverages, fruit cups, applesauce, salads and sauces.

APPLEMINT — A variation of Mint but with a more fruity taste. Can be used in the same ways as ordinary mint but especially good in fruit drinks, juleps, teas, frozen and chilled desserts.

PEPPERMINT—Used as ordinary mint and especially in candies, jellies, ice cream and mint flavored butter.

ONION POWDER — Use in place of fresh onions, leeks, scallions or shallots. Fine for flavoring meats and poultry. Try some in hamburgers or added to peanut butter.

OREGANO — Adds a delightful flavor to baked beans, stuffings, scrambled eggs, fish, pork, pheasant, meat loaves and chili con carne. Use it in Italian cookery, minestrone and spaghetti.

PARSLEY—Has innumerable uses for almost any dish from soup to salad inclusive. Rich in iron and mineral salts, it is also one of the best sources of Vitamin A.

ROSEMARY—Try fried eggs with a dash of this herb. Use especially with beef, and to season pork, lamb, soups, sauces and fish stuffings.

SAGE — Use with roasted meats, fish, game, stuffings, cheese, gravies and sauces. Use sparingly.

SAVORY — The name literally means "herb of the string bean," because of the delicious flavor it adds to the bean and other green vegetables.

SORREL — Has a sharp, tart flavor. Use in omelets, souffles, tossed-salads, soups and in boiled or steamed vegetables, alone or in combination with other herbs.

TARRAGON — Use for all fish and shellfish, baked or broiled. Lends magic to steaks, game, poultry, salads, French dressing, all egg dishes, tartar sauce, cocktail sauces and is the very soul of Sauce Bearnaise.

THYME — Improves the flavor of creams, custards, croquettes, vegetable cocktails, fish, shellfish, meat, stuffings, chowders and soups.

POTTER *Special Herb Blends*

POULTRY SEASONING — A blend of savory herbs to flavor stuffing of all kinds for poultry or game birds. Mix the poultry seasoning in the stuffing or with the flour or batter in which the poultry or game is dipped for sauteing or deep-frying.

FISH SEASONING — This is a combination of herbs and spices which adds a delightful zest to any fish dish without obscuring the flavor. Or add to stuffing or mix in a sauce to serve with fish.

MEAT SEASONING — Another combination of herbs and spices to use with roasts, meat loaves, hash, consommé and other meat dishes.

OMELET HERBS (Les fines Herbes) — Adds zest to any egg dish. Mix the herbs with eggs before cooking, or sprinkle over omelet before folding. Delightful, too, in creamed chicken and soups.

SALAD HERBS — A combination of ten herbs for flavoring salad dressings or to sprinkle on leafy salads. If used in dressing, add herbs an hour or two before serving to get full flavor of blend.

TOMATO TANG — A special combination to go with any tomato dish, soup, stewed or baked tomatoes, tomato juice and especially suitable for Tomato Cocktail or Tomato Aspic.

SOUP HERBS (Meat Base) — Especially for meat stocks. Put up in bags for convenient use.

SOUP HERBS (Vegetable Base) — Especially for tomato or other vegetable soups. Put up in bags for convenient use.



GLASS Retains the flavor

Since flavor, fragrance and strength are the essential elements of very fine herbs, too much emphasis cannot be placed on the matter of proper containers. Paper cartons, cardboard boxes, metal containers with shaker tops, even plastic containers, all allow a certain amount of flavor-loss. Such materials allow the outside air to enter—they permit inside flavors to escape. Glass—and only Glass—has been proved the near-perfect material to keep herbs and spices FRESHER—LONGER.

POTTER fine Quality SPICES

As most of our readers will appreciate, spices are not grown in this country. Therefore, in keeping with our goal of highest quality, we have painstakingly sought out the finest import sources. As a result we can confidently say that Potter Spices may fittingly take their place in the best kitchens of America along with Potter Herbs. Like Potter Herbs, they are not the cheapest products of their kind. Our only consideration has been that they be of finest quality. These are not "grocery store spices,"—they are the best that money can buy.

POTTER SPICES and SEASONING

JAMAICA ALLSPICE (ground) — This spice has a fragrant, aromatic, taste like a mixture of cloves, cinnamon and nutmeg. Use to flavor cakes, canned foods, catsup, chutneys, jellies, mincemeat, pickles, puddings, relishes and spiced fruits.

"Sauces are the top tree of this science (good cookery). A woman who has mastered sauces sits on the apex of civilization."

Adrian the "Philosopher" in George Meredith's "Ordeal of Richard Ferval.

JAMAICA ALLSPICE (whole) —

The whole allspice gives a wonderful tang to pea soup if just 2 or 3 berries are added. When steaming or boiling fish and shellfish, 3 or 4 berries added to a bouquet garni of herbs will add an intriguing flavor.

ANISE SEED (ground)—This seed has a sweet odor and the taste is pleasant and aromatic. Used to top rolls, coffee cakes, cookies and confectionery. Various soups, cheese, stews, beverages are flavored with anise.

BARBECUE SPICE — A special blend of various spices particularly intended for all barbecued foods, including spareribs, short ribs of beef, and in preparing barbecue sauces.

CARDAMON SEED (ground) —

Use to flavor spiced cakes, sweet pastries, cookies, candies, and fruit salads.

CARDAMON SEED (whole) — Use for the same purposes as ground cardamon seed. Chewing one of the whole seeds is excellent for sweetening the breath.

CHILI POWDER — A sweetly hot blend of Mexican chili peppers, herbs and spices. Use for seasoning Mexican, South American and Spanish dishes. Wonderful to pep up corn and eggplant. Also used lightly in stews, soups and sauces.

SAIGON CINNAMON (ground) —

Use in bread, buns, cakes, toasts, stewed fruits, relishes, cold and hot milk drinks, pies, puddings, dumplings and desserts, especially ice cream.

CEYLON CINNAMON STICKS—

For catsup, pickles, pickling vinegars, relishes, stewed fruits, chocolate drinks, hot herb teas, mulled wines, and even coffee are now flavored with this delicious spice.

CLOVES (ground) — Used to flavor brown breads, gingerbreads, spice cakes, chili sauce, baked meat loaves, sweet pickles, fruit preserves, mince-meats.

MADAGASCAR CLOVES (whole)—

The uses are numerous and familiar, especially for roast ham. They range from flavoring beverages and condiments to soups and desserts.

CREAM OF TARTAR ———— Use in angel food cake to make pure white and tender. Also for 7 minute icing.

CORIANDER SEED —Its warm flavor is like a mixture of lemon peel and sage. Use for flavoring cookies, candies, and meat soups. A whole coriander seed freshly crushed in a demitasse gives coffee a new and exciting taste.

CUMIN (or COMINO) SEED

(ground)—its strong, warm flavor is much like caraway, and should be used sparingly. Used in oriental cookery to flavor fish, game, meats, poultry, stews and vegetables; also in chili con carne and hot tamales.

CURRY POWDER — Both the aroma and flavor are hauntingly exotic — called the "salt of the Orient." Delicious with eggs, fish, game, meats, rice, vegetables and all "curries."

GINGER (ground)—Used in breads, cakes, cookies, desserts, baked, stewed and preserved fruits, meats, poultry and puddings. Try blending ½ tsp. with the salt-and-pepper seasoning for steaks; also with canned pears.

GINGER (whole) — Flavorful as ground ginger, it is used for many of the same purposes. Also for crystallized and preserved ginger and is an important ingredient in all Indian chutneys. Ginger root makes a delightful tea which is an aid to digestion.

MACE (ground)—The flavor is similar to but much stronger than nutmeg. Delicious with potatoes, sweet vegetables, oyster stew, fruit jellies, biscuits, fruit salads, Welsh rarebit, cakes, preserves, all chocolate dishes and whipped cream.

EAST INDIA MACE (whole) — Nutmeg and mace are interchangeable in practically every instance for flavoring, but mace is more pungent.

MUSTARD (Dry) — Used to flavor appetizers, cheese, fish, French dressings, game, meats, poultry, salads, sauces, shellfish and vegetables.

NUTMEG (ground) Adds spicy deliciousness to applesauce, baked apples, pie, stewed fruits, puddings, custard sauces, eggnogs and pumpkin pies.

EAST INDIA NUTMEG (whole)—

Used the same as ground nutmeg but many people prefer it freshly grated.

SHRIMP SPICE — A spicy mixture of hot spices to flavor shrimp. Good for a "hot" sauce.

SPANISH PAPRIKA—The color is rich, dark red. This spice contains more Vitamin C than any of the citrus fruits and also Vitamin P. Used with potatoes, cauliflower, cabbage, turnips, poultry, fish, salads, rice, scrambled eggs, Welsh rarebits.

BLACK PEPPER (ground) — Practically all our foods, except desserts, are flavored with pepper.

CRACKED BLACK PEPPER — We have provided these for our customers who prefer a cross between ground Black Pepper and Whole Black Peppercorns.

LAMPONG BLACK PEPPERCORNS (Whole) — Peppercorns are always an ingredient in pickling spices and 3 or 4 peppercorns will improve a soup, stew or gravy, and are excellent when added to the water in which shrimp is cooked. These peppercorns are from the Southern part of Sumatra and are dried on the ground in the sun. Because of the mineral matter they pick up when dried this way, they are unusually pungent.

CAYENNE PEPPER—This ground pepper is very pungent and biting. Add a few grains to barbecue, curry and fish sauces. Cottage and cream cheese, and even butter, may be lightly flavored with cayenne and used as canape' spreads.

RED PEPPER (ground) — This is the strongest of all ground peppers and should be used more sparingly than any other seasoning. The taste is biting, but the flavor is wonderfully rich and stimulating. Used in stewing fresh tomatoes, Italian tomato sauces, soups, stews and gravies.

AFRICAN RED PEPPER (whole) — Even more pungent than ground red pepper, it must be used sparingly, whole or crushed.

WHITE PEPPER (ground) — The flavor of white pepper is not so pungent as that of black pepper, but its aroma is characteristically sweet and warmly aromatic.

CRACKED WHITE PEPPER — This is provided for those who prefer a cross between ground White Pepper and Whole White Peppercorns.

MUNTOK WHITE PEPPERCORNS (whole) — Grown on the island of Banda off the southeast coast of Sumatra. Placed in a pepper grinder may be used at the table instead of regulation pepper shaker.

TUMERIC—Has a mild, clean aroma yet a peculiarly keen taste. Sweet enough to be used instead of saffron. Used in East Indian cookery, many times in place of mustard, with eggs, fish, meats, poultry, in French dressing, relishes, sauces and curry blends.

CELERY SALT — This provides the advantages of celery-flavoring with the addition of salt.

GARLIC SALT — Imparts a mild flavor, with the addition of salt, to many foods.

HICKORY SALT (smoked)—Imparts a wood-smoke flavor to steaks, chops, soups, vegetables, salad dressing and barbecue sauce. Use sparingly.

ONION SALT — Perhaps the most universal herb used for flavoring. Can be used for flavor in place of leeks, scallions and shallots.

POTTER'S SEASONING SALT—A mouth-watering blend of 8 flavors and mono sodium glutamate to add sparkle to steaks, roasts, stews, soups and gravies. A "must" for flavorful dishes.

CARAWAY SEED — Has a sharp aroma and most agreeable odor when crushed and chewed. Used in breads, especially rye. Also in pickling spices and pork sausage seasoning. Also used to flavor cakes, cheeses, meats, soups and vegetables.

CELERY SEED — The seed adds the sweetly aromatic flavor of the fresh herb plus a slight, natural bitterness of the seed covering when placed in pastries or used to flavor pot roasts, salad dressings, salads, sauces, soups, stews, and sandwich spreads.

DILL SEED—Perhaps most of us think of pickles at the mere mention of dill. The whole seed will give an aromatic taste to certain vegetables, such as cabbage and turnips, and it will make many an everyday soup more tasty.

FENNEL SEED — Has a sweet, agreeable, aromatic taste, and the flavor resembles licorice or anise.

Popular Potter Recipes

Herb-Fried Chicken

Cut 3 to 3½ pound chicken in serving pieces. Sprinkle with ½ tsp. thyme and ½ tsp. marjoram. Let stand ½ to 1 hr. Roll in flour and fry in ¼ inch hot fat long enough to brown on both sides. Remove each piece as it browns and place in shallow baking pan. Sprinkle with ½ tsp. rosemary, 1 tbsp. dried parsley, 1 tsp. salt, ¼ tsp. pepper. Pour ½ cup hot water into frying pan and stir thoroughly. Pour over chicken. Bake uncovered in 375° oven about 45 min.

Hamburger Gourmet

In large mixing bowl combine 2 lbs. ground chuck beef, 1 medium minced onion, which has been lightly saute'd in 1 tbsp. bacon fat, ½ green pepper finely minced, ¼ tsp. celery, ¼ tsp. garlic powder, 2 tps. chives, 1 tsp. dried parsley, ½ tsp. dry mustard, a pinch each of marjoram and thyme, a generous sprinkle of paprika, and 1 tsp. each of salt and pepper. Shape mixture into 6 patties about ¾ in. thick. Sprinkle lightly with seasoned flour, brush with olive or salad oil, and place under broiler about 3 in. below flame. Broil 4 to 6 min. Serves 6.

Blended Herb Sauce

Melt 4 tbsps. butter in small saucepan over medium flame. Add 1

minced shallot. Saute' gently 3 min. Add 1 tsp. celery, ¼ tsp. each of parsley, chervil, fennel, marjoram and thyme, and a pinch of sage. Cover with white wine or cidar vinegar. Simmer 10 min. Add salt and pepper to taste. Blend in 2 tbsps. olive oil; stir well. Yield: Approximately 1 cup. Serve hot over boiled beef, roast veal, chicken or fish.

Sauce Be'arnaise (Cold)

Reduce to ½ volume, over a hot flame, 1 cup of dry white wine, mixed with 1 tbsp. tarragon vinegar, 1 tbsp. finely chopped shallots, ½ tsp. parsley, ¼ tsp. tarragon, pinch of chervil, 3 or 4 peppercorns, bruised, no salt. Let cool, strain through fine sieve into saucepan, and beat in 3 egg yolks, added one at a time, beating well after each addition, alternately with as much butter melted to luke warm as the sauce will hold, or until consistency of cream cheese. Serve with any kind of meat cooked in any style, fish or fish fillets.

Yogurt French Dressing

Blend 1 tsp. celery seed and 1 minced garlic clove with 1 cup fresh yogurt and ¼ cup French dressing. Mix well. Serve immediately as dressing for coleslaw, cucumbers, potato or mixed-green salad. Serves 4 generously.

Hints and Suggestions

USE HERBS SPARINGLY. Herbs should be used to heighten, not to overcome natural flavors.

Add herbs to soups and stews during last half hour of cooking. The delicate flavor and aroma of herbs may be lost by long cooking.

In uncooked food such as tomato and vegetable juice cocktails, add the herbs at least 3 or 4 hours ahead of time — even overnight — to get their full flavor. To avoid straining, tie them in a cheesecloth bag and remove before serving.

Rub inside of poultry lightly with herbs before roasting, except when using herb stuffing.

Start with ¼ tsp. of dried herbs in a dish for four.

For salads, mix favorite herb, or Potter Salad Herbs with French dressing, or sprinkle over salad greens. If mayonnaise is used, blend herb with dressing before serving.

Did you know that vinegars will "tenderize" meats? Moisten steaks or chops in a tablespoon or more of your favorite herb-flavored vinegar before cooking, making sure that the entire outside of the meat is thoroughly moistened.

Did you know that Paprika is far richer in Vitamin C than any of the citrus fruits?